Claims;

1. An image forming method wherein a latent image formed on a latent image forming body employing exposure having a exposure diameter A (in μm) in the primary scanning direction is subjected to reversal development employing a developer comprising toner to form an image, and the relationship between the exposure diameter A (in μm) in the primary scanning direction and the development diameter B (in μm) in the primary scanning direction of the developed image is held.

$$1.1 \leqq B/A \leqq 1.5$$

2. The image forming method of claim 1, wherein the toner is prepared by fusing at least the resin particles in a water based medium.

3. The image forming method of claim 2, wherein said electrostatic latent image developing toner particles have a volume average particle diameter of 3 to 9 μm, a shape coefficient of 1.3 to 2.2 and at least 80 % by number of the toner particles have a shape coefficient of 1.3 to 2.0,

said shape coefficient = (maximum diameter/2)^2 × π/projection area.

4. The image forming method of claim 3, wherein content ratio of minute toner particles, having a particle diameter of no more than 3.0 μm, is not more than 20 percent in terms of the number of particles.

5. The image forming method of claim 1, wherein the reversal development is carried out by the contact development, and ratio (Vs/Vp) of line velocity of a latent image forming body (Vp) to line velocity of developer carrying device (Vs) is 1.1 to 3.0.

6. The image forming method of claim 1, wherein the exposure diameter in the primary scanning direction is between 20 and 100 μm.

7. The image forming method of claim 6, wherein the exposure diameter in the primary scanning direction is between 30 and 80 μm.

8. The image forming method of claim 6, wherein an exposure diameter in the secondary scanning direction is between 20 and 100 μm.

9. The image forming method of claim 2, wherein the toner is prepared by fusing at least the resin particles having weight average diameter of between 50 and 2000 nm in a water based medium.

10. The image forming method of claim 4, wherein the reversal development is carried out by the contact development, and ratio (Vs/Vp) of line velocity of a latent image forming body (Vp) to line velocity of developer carrying device (Vs) is 1.1 to 3.0, and the exposure diameter in the primary scanning direction is between 20 and 100 μm.

11. The image forming method of claim 1, wherein the water based medium comprises at least 50 percent by weight and organic solvents of methanol, ethanol, isopropanol, butanol, acetone, methyl ethyl ketone or tetrahydrofuran.

12. The image forming method of claim 1, wherein after reversal development, said obtained toner image is transferred onto an image support, and subsequently fixed.

13. The image forming method of claim 1, wherein said electrostatic latent image developing toner particles have a volume average particle diameter of 3 to 9 μm, a shape coefficient of 1.3 to 2.2, and least 80 % by number of the toner particle have a shape coefficient of 1.3 to 2.0, said shape coefficient = (maximum diameter/2)^2 × π/projection area.

14. An image forming apparatus comprising a means to uniformly charge the surface of a latent image forming body, a means to carry out digital exposure corresponding to an image to form an electrostatic latent image, a means to carry out reversal development employing a developer comprising a toner, a means to transfer an obtained toner image onto an image support, and a means to fix said toner image, wherein said toner is prepared by fusing at least the resin particles in a water based medium.